

BabyCal Creates World's Largest, Living Mother's Day Card to Salute California Moms



As a tribute to California's moms for helping to improve infant health in the state by seeking early prenatal care, BabyCal successfully executed the "World's Largest, *Living* Mother's Day Card" on Saturday, May 10. The landmark event featured 700 schoolchildren who were choreographed to spell out the message, "IoU Mom." Included were movements to create a pulsing heart effect. The Los Angeles Memorial Coliseum was the site for this living card, which measured 80' x 120'.

"Mother's Day is an ideal time to salute California moms who have given their children the best possible start in life by getting early and ongoing prenatal care," said Kim Belshé, director of the California Department of Health Services. "We are proud of what California moms have done over the past six years to improve the status of infant and child health."

California's infant mortality rate has declined 20 percent in the last six years, to an all-time recorded low of 6.3 infant deaths per 1,000 live births. California's infant mortality rate is the lowest among the 10 largest states.

Los Angeles Dodgers' third baseman, Todd Zeile, was on hand to address the children participating in the event. "I'm pleased to be a part of this statewide salute to moms and hope it helps encourage even more moms out there to see a doctor early in their pregnancy," said Zeile. He and his wife, Julie, have a young son and are expecting their second child.

In addition to recognizing moms, the event was designed as an opportunity to communicate the BabyCal message to expectant moms, families and influencers. The event received widespread TV news coverage throughout California and across the nation during Mother's Day weekend. In California, more than 5.3 million people tuned into coverage of the event and its timely message.

Special Thanks

BabyCal wishes to recognize and extend special thanks to the following organizations for their generous support of the BabyCal May event:

- n **LA's BEST After School Enrichment Program** – one of the most respected and innovative after-school programs in the nation, which facilitated the participation of the 700 Los Angeles-area school children.
- n **Binney and Smith** – for donating 700 packages of Crayola crayons to the participants of BabyCal's "World's Largest, Living Mother's Day Card" event. The crayons were used by the children to color a Mother's Day card for their moms.
- n **Goodyear Airship Operations** – which displayed prenatal care messages and BabyCal's toll-free number on the Blimp the week of May 5. Blimp access also was given for aerial photography of the May event.
- n **McDonald's of Southern California** – for providing breakfast to the 700 event participants.

County of San Luis Obispo Health Agency, Maternal Child Health
Elaine Zauft, MCH Director/Director of Nursing; Lily Aanerud, Prenatal Care Guidance Worker; Phone: 805/781-5538

The San Luis Obispo County Public Health Department's (PHD) Maternal Child Health (MCH) program provides outreach and support services to some 900 families in San Luis Obispo County each year. BabyCal information materials have become a key component of their perinatal outreach efforts.

"The MCH nurses really like the posters, and BabyCal materials are displayed in parenting classes at local high schools," according to Lily Aanerud, MCH Prenatal Care Guidance Worker. She hopes to expand outreach to nurseries, day care centers and churches. "We are working diligently to decrease the rate of teen pregnancies in this area," said Aanerud, "yet we are doing everything we can to make sure young mothers have the information and services they need to take good care of their babies and themselves."

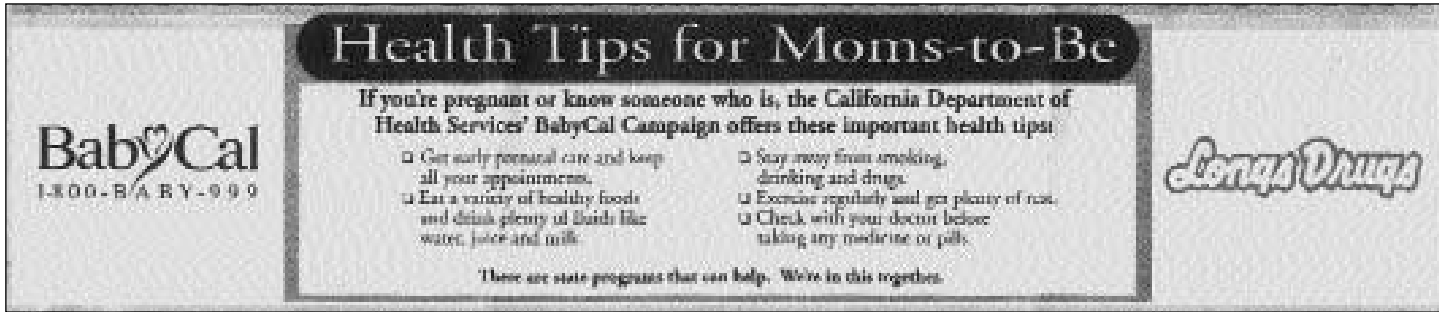
As part of its perinatal outreach efforts, the MCH program offers the "Teen Parent Support Project" for expectant women ages 19 and under. This support group helps prepare mothers-to-be for parenting and returning to school. Sessions are held in the San Luis Obispo and Paso Robles Health Department Offices, and generally consist of five to 12 women. Participants receive a package, which includes a BabyCal brochure, product samples, coupons and diapers. Once an expectant mother completes three classes, she receives a layette for the baby. The women also

can purchase convertible car seats for \$15. The support group runs for six weeks, but the women can participate for as long as they want. "Some of the young women have already had their children, but they continue to participate in the group," said Aanerud. "They have formed friendships with other participants and appreciate this type of forum."

Recently, the MCH program initiated an innovative, outreach and education campaign utilizing BabyCal materials. The PHD is utilizing its four-year partnership with Long's Drugs to promote the BabyCal Campaign's prenatal messages in the San Luis Obispo area. Long's has agreed to display BabyCal brochures in five area stores, as well as print BabyCal's prenatal messages in the store's advertising circular. BabyCal provided the PHD with camera-ready artwork for the advertising circular, which reaches an estimated 32,000 readers in the San Luis Obispo area.

"Long's is very committed to outreach activities and helping in the community," says Kathleen Wolff, public information officer for the SLO County Health Agency. The Public Health Department would like to expand on the success of this recent awareness campaign by involving other San Luis Obispo-area drug stores – of which there are 40 locations in all.

If you are interested in partnering with BabyCal in a similar outreach activity, contact your CBO Coordinator or Hill and Knowlton (see contact information on p. 4).



DHS Launches Immunization Campaign

The California Department of Health Services recently launched a new infant immunization outreach campaign, in conjunction with Public Health Week. Themed “Closing the Immunization Gap: Building Blocks for Healthy California Kids,” the innovative campaign introduces colorful three-dimensional children’s blocks, known as the “blocks of life,” that will serve as the logo for California’s immunization efforts and remind new parents to immunize their babies at 2, 4, 6, 12 and 15 months of age.

The goal of this campaign is to educate parents about the critical need to immunize their children on time. Studies show that only 20 percent of babies born in California get their immunizations on time,

and nearly 45 percent of children are still behind at their second birthday. This “immunization gap” finds nearly one million California children at risk for potentially fatal childhood diseases. The campaign will attempt to close this gap by utilizing high-tech video ads, new materials for community distribution and a new partnership with California’s health system.

To order immunization outreach materials, such as posters, magnets, “Parent’s Pledge” certificates and stickers bearing the “blocks of life” logo, please fill out and submit the enclosed form or contact your local public health department.



BabyCal Participates in Health Fairs, Conferences

BabyCal was an exhibitor at the annual **Maternal and Child Health Conference** held in Anaheim May 20-21. This year’s conference enjoyed record attendance (approximately 600 participants) and featured more than 40 exhibitors representing programs statewide. CBO Coordinators Nadine Roberts and Adrienne Duar staffed the BabyCal booth and enjoyed meeting so many of you.

CBO Coordinator Edith Tybo recently attended the **20th Annual California Conference on American Indian Education** in Sacramento. Edith met representatives from a number of participating Native American organizations that serve the BabyCal target in rural areas of Northern California. The conference was sponsored by the Capitol Area Indian Resources.



u BabyCal’s booth at MCH offered samples of our various outreach materials for community-based organizations, including our new wipe-off magnets (see page 4).

CBO Coordinator Alva Moreno represented BabyCal at the **Arroyo Vista Family Health Center Health Fair Expo** recently in northeast Los Angeles. The Expo attracted more than 300 families from the community. Sponsors included the American Red Cross, NBC Channel 4 and Sav-On drugstores.

BabyCal also was present at the **Festival de la Familia** in Old Sacramento, April 27. The event attracted more than 100,000 attendees. Northern California CBO Coordinator Nadine Roberts partnered with the Sacramento County CPSP – a local CBO and member of the BabyCal Network – to distribute BabyCal outreach materials.

Welcome, New BabyCal CBOs!

BabyCal Notes

Northern California Region

Nadine Roberts (916/925-7816)
Our network of outstanding CBOs continues to expand. I'm pleased to welcome the following community-based organizations to the BabyCal Network!

- The Healthy Kids Resource Center, Hayward
- North East Medical Service, San Francisco
- Sequoia Women's Health Center, Fresno
- Mountain View Community Health Center, Mountain View
- Solano County Black Infant Health Program, Vallejo

Edith Tybo (916/395-0461)
I'd like to welcome these organizations to the BabyCal CBO Network. Your participation in the Campaign is vital to reaching women in the community who may not otherwise get prenatal care.

- Planned Parenthood - Golden Gate, San Mateo
- Dinuba Health Center, Dinuba

Southern California Region

Alva Moreno (310/948-2281)
I am delighted to welcome two new Southern California community-based organizations. I look forward to getting to know each of you better.

- CalOPTIMA Perinatal Support Services, Orange
- East Valley Community Health Center, Pomona

This brings us to a total of 360 CBOs participating in the BabyCal CBO Network.

BabyCal Campaign Contact Information:

CBO Coordinators:
Northern California: Nadine Roberts (916/925-7816) or Edith Tybo (916/395-0461)
Southern California: Alva Moreno (310/948-2281) or Adrienne Duar (310/518-9098)
Hill & Knowlton: 6500 Wilshire Blvd., 21st Floor, Los Angeles, CA 90048
Contact: Erica Boatman (213/966-5740)
Fax: 213/782-8195
or Andrea Hanson (213/966-5763)
Department of Health Services:
714 P St., Room 1650, Sacramento, CA 95814
Contact: Lisa Jackson (916/657-3719)
Fax: 916/657-3224

Changes to Toll-Free Message

BabyCal is updating the message featured on its toll-free line (1-800-BABY-999) to include new programs and information. The line continues to provide callers with the basic details about prenatal care and the availability of state programs that can help, such as Medi-Cal and Access for Infants and Mothers (AIM).

Callers may choose to hear the message in English or Spanish. The revised toll-free message will be available to callers in July.

New BabyCal Materials

■ **Print Materials:** Revisions to BabyCal's print materials are underway. The new materials, which are slated for introduction in early fall 1997, will be tested among a representative sample of CBOs and CBO clientele as part of the redevelopment process.

■ **Pens:** Along with the new print materials, BabyCal pens have been revised to include the new logo.

■ **Wipe-off Magnets:** Responding to CBO requests, BabyCal designed a new wipe-off magnet with a water-soluble marker and magnetic clip. These new magnets serve as a handy reminder of key campaign messages and include a place to write important appointments and phone numbers.

Note: A sample wipe-off magnet and pen with magnetic clip are enclosed in this issue. A Spanish-language version of the wipe-off magnet also is available. Please call your CBO Coordinator or Hill and Knowlton to place your magnet order.

- How to Order BabyCal Materials -

Although we are phasing out certain items to prepare for our new inventory of print materials, BabyCal still has a variety of BabyCal materials available free of charge to help you with your perinatal outreach efforts, including multilingual posters and brochures, magnets and ball-point pens. Order forms can be obtained from your CBO Coordinator and faxed to Hill & Knowlton (attention: Erica Boatman, fax # 213/782-8195).